



Contact: Marlishia Aho
(617)787-9804x219 (O)
Email: Marlishia@MassAssets.org
Twitter: @MidasCollab Facebook: [facebook.com/themidascollaborative](https://www.facebook.com/themidascollaborative)
Websites: MassAssets.org, MassSaves.org

FOR IMMEDIATE RELEASE

The Midas Collaborative Announces New Executive Director

Pam Hoffman brings more than two decades of leadership in corporate, nonprofit management

Boston – September 6, 2016 – The Midas Collaborative’s Board of Directors announced today that it has selected Pam Hoffman as the organization’s new executive director. Hoffman brings to the role more than 20 years of leadership in the corporate, nonprofit and municipal sectors. Founding executive director Margaret Miley will assume the position of strategic advisor.

“We are thrilled to announce Pam as Midas’ new executive director. She has the right experience and right values to lead the organization in this important moment in its history,” said Susanne Cameron, Board Chair. “We are also indebted to Margaret Miley for her years of service as the founding executive director, and we look forward to collaborating with Pam and Margaret towards the goal of long-term financial stability for all Massachusetts families.”

“I am thankful for the leadership and support of the board in my transition to strategic advisor. Our small nonprofit is unique in its vision and entrepreneurial model, reinforcing the importance of financial education, and asset development and protection, at every stage of life,” said Miley. “I look forward to working with Pam, the staff and other partners to continue to research, innovate, and implement programs and policies that lift families up and make the economy work for all.”

“The Midas Collaborative has done amazing work since its inception in 1999. Advancing the financial security of low to moderate income families in Massachusetts remains as pertinent today as it was 17 years ago. As income inequality continues to grow, families are feeling the effects of rising costs with limited support and access to quality financial education,” said Hoffman. “Midas and its members have always been at the frontline in asset building and protection, innovative programs such as remote financial coaching, and quality financial education. I am honored to be the new executive director and look forward to expanding and strengthening our collaboration with current and new members tackling economic issues facing our state.”

Hoffman has extensive experience leading organizations to increase their effectiveness and improve their operational performance. She has guided nonprofits in developing strategy, business plans, and implementation plans, to help them create enduring social impact. She is committed to building community by bringing disparate stakeholders together, and to helping others grow personally and professionally.

Hoffman’s appointment comes at a time of growth for Midas, whose member and partner network has invested more than \$37 million back into local Massachusetts communities through home ownership, small businesses, education and other assets from its asset development programs with community partner organizations.

A resident of Lexington, MA, Hoffman is an elected Town Meeting representative and has served on the community’s Appropriation Committee. She is a member of the Cary Memorial Library Foundation Board, and the Advisory Board of Girls at Work, Inc. She received an MBA from the Tuck School at Dartmouth College and a BA from Wellesley College.

Hoffman began her new role on Monday, August 1.

###

The Midas Collaborative advances the financial security of low and moderate income residents across Massachusetts in collaboration with its member organizations and other partners. Through our member and partner network, we have invested more than \$37 million back into local Massachusetts communities through home ownership, small businesses, education and other assets from our asset development programs with community partner organizations. Midas delivers its Financial Coaching & Confidence Program through MassSaves, an innovative coalition of Midas and private and public stakeholders. MassSaves provides financial education, resources and advocacy for individuals and families looking to achieve financial stability and build wealth.